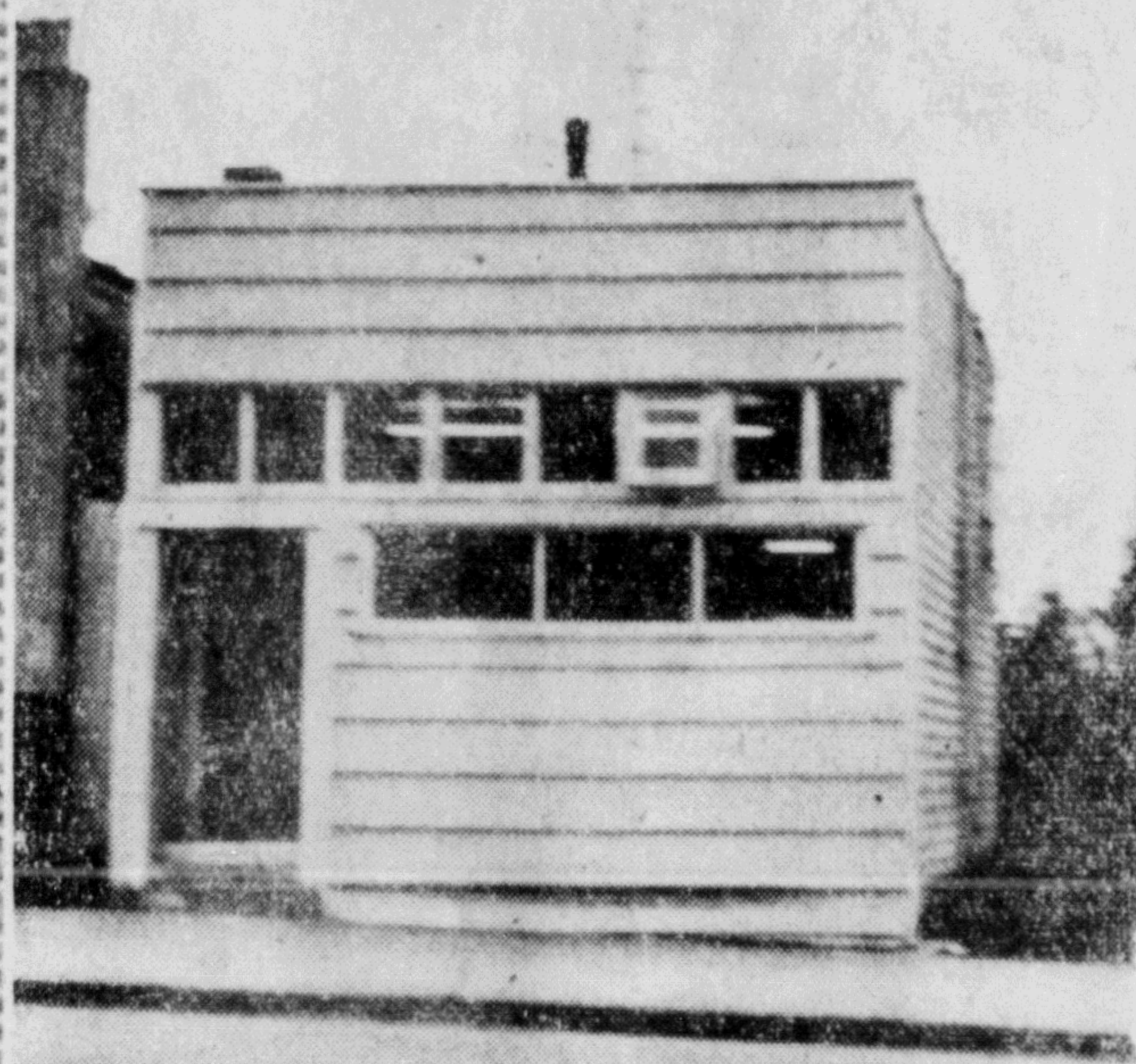




RADIO STATION CFPR, opened here 17 years ago, is housed in this tiny building on Second Avenue. C. H. Insulander has been manager of the station since it opened.

3 Local Men, Young Woman 'Run' Station

Three local men and one woman, working in a modest Second Avenue building, are mainly responsible for seeing that CFPR is on the air each day.

Although most of CFPR's programs originate elsewhere, there is plenty to do around the station.

Veteran of radio broadcasting on the north-west coast is Clarence Insulander, 43-year-old station manager and chief engineer. A bachelor of science in electrical engineering, he has worked in radio since 1933, and was one of the original founders of CFPR in 1936 when the North-West Broadcast and Service Company Ltd. opened the station. He served as manager and chief engineer until 1939.

A handyman both on duty and off, Clarence Insulander recently completed his new house on Sixth Avenue East. He built it himself from foundation to landscaping. Mrs. Insulander and two small daughters share the home.

Those who visit CFPR on business are familiar with the young woman who greets them in the front office. Mildred Furnes took to radio when she graduated from high school four years ago. She is secretary and general "right-hand man" to Mr. Insulander.

Backstage at the studio, but very much front stage when it comes to local programs, are Mel Thompson and William Lorne. They are officially listed as announcer-operators which means they must demonstrate a sufficient versatility with radio both to announce a program and at the same time to control the technical quality of the broadcast.

Thompson joined the staff five years ago at the age of 19. He is a member of the RCNVR.

Lorne came to CFPR last summer. His principal experience has been in selling. Only 25, he saw service during the last war in both the army and navy.

L. R. Valentin has worked as relief operator at the station during the past year.



C. H. INSULANDER

CBC Contest Winner To Live In Montreal

MONTREAL (CP)—Winning the CBC-sponsored contest "Nos Futures Etoiles" means that Roland Garnier will have to leave husband, daughter and new home in St. Vital, Man., to live in Montreal for a few months next winter.

The young mezzo-soprano, who entered the country-wide talent contest without dreaming she might win it, will appear as guest star on next winter's Sunday night programs of this series originating in Montreal. She also has the opportunity of appearing at concerts in different Canadian cities.

An attractive young woman of 26, Mrs. Garnier is the mother of six-year-old Suzanne, who prefers her father's folksongs to her mother's operatic arias.

Housekeeping and family duties have never prevented Mrs. Garnier from attending weekly voice lessons and practising regularly.

"Sometimes," she says, "I forget everything and practise all day."

CBC Purchases CFPR From Private Investors

The Canadian Broadcasting Corporation today announced the purchase of radio station CFPR from North-West Broadcast and Service Company, Ltd. The station has been leased by the CBC since 1943.

The announcement was made in Vancouver by the regional representative of the corporation, Kenneth Caple. He said

CFPR Unique Among Stations Across Canada

CFPR is unique among Canadian radio stations in that for the greater part of its existence it has been leased to the publicly-owned Canadian Broadcasting Corporation.

The station was opened in 1936 by private investors—the North-West Broadcast and Service Company, Ltd. C. H. Insulander, the present manager, acted in the same capacity 17 years ago and has been with the station ever since.

The CBC undertook operation of the station early in 1943 as a part of the war emergency. With the presence of thousands of troops in Prince Rupert, about half Americans, there was a demand for programming of a more national character.

The first CBC service to the area was by means of discs—recordings of programs that had been produced in Vancouver. Later, a short-wave circuit was opened from the North-West Telephone Co. and two "live" CBC newscasts a day were broadcast over CFPR.

Regular CBC service only became possible when the corporation was able to rent a wire line circuit between Prince Rupert and Prince George.

Since 1943 CFPR has carried the full CBC Trans-Canada network program service with the exception of a few commercial programs, and with the further exception of certain periods of the day when local service programs take precedence over network broadcasts.

CFPR is one of the most remote network stations in Canada, in terms of the number of miles of wire line required to serve it. Until very recently when a number of intermediate stations were established by the CBC between Prince George and Prince Rupert, CFPR was very much on the end of a 500-mile line which carried programs for its exclusive benefit.

that except for some personnel changes, the move would not immediately alter the operation and programming of the station.

Personnel changes will include the eventual addition of three new men to the present staff of three men and one woman. The present staff will be retained.

C. H. Insulander will continue as station manager temporarily. M. E. Thompson and William Lorne will remain as announcer-operators, and Miss Mildred Furnes will continue as receptionist and secretary to the station manager.

CFPR was established in 1936 by the present owners. During the war, when the population of this area was greatly swollen by Canadian and American servicemen, the CBC leased the station in order to provide programming of a more national character.

Rotary Choir On Network

A Prince Rupert musical group will make its first network broadcast tomorrow night when the 36-voice Rotary Choir joins the CBC's series Parade of Choirs at 10:30 p.m.

The broadcast ties in coincidentally with the announcement of the CBC's purchase of CFPR.

The Parade of Choirs is a CBC series in which outstanding vocal groups from all parts of the province are invited to participate. The Prince Rupert group has recorded its program in the studios of CFPR. The tape will be broadcast from Vancouver over stations of the CBC's provincial network.

The Rotary Choir was started after the Second World War with the then fire chief, H. T. Leck, as its moving spirit and organizer. It was originally a male choir but female voices were added later. The choir has given two concerts annually and has received high praise in the Prince Rupert Musical and Drama Festival.

The present conductor is Charles P. Balegno, who is also choirmaster of the Roman Catholic Church choir. The accompanist is Henry Pulym, a teacher on the staff of the Booth Memorial High School.



KENNETH CAPLE, regional representative of the CBC, today announced, on behalf of the Corporation, the purchase of Radio Station CFPR. The arrangement becomes effective June 1.

No Drastic Changes Planned

What will the purchase of CFPR mean to the casual listener?

This was the question being asked today by Prince Rupert citizens with the announcement that the Canadian Broadcasting Corporation had bought the station after leasing it for 10 years.

According to CBC officials, it will mean no drastic changes. There will be a few minor changes, and there are a few others "on the books," but mainly the operation of the station will go on much the same as it has.

For the time being, the present staff will carry on with C. H. Insulander as manager, but it is expected the staff will be increased shortly.

Any programming changes are likely to come about gradually, according to the CBC. It is expected that appointment of a program director will mean an increase in the number of programs of local interest. On the other hand, it is very probable that some network programs will originate in Prince Rupert and will be carried on the CBC's provincial network or even farther east.

CFPR RADIO 1240 Kcs

WEDNESDAY

5:00—Commonwealth Parliamentary Association Luncheon
5:25—International Commentary
5:30—UN Today
5:45—CBC News, Weather Report
5:55—Have You Heard?
6:15—Hospital Insurance Talk
6:30—Supper Serenade
6:40—CCF Talk
6:55—Supper Serenade
7:05—B.C. Liberal Talk
7:20—Supper Serenade
7:30—Social Credit Talk
7:45—Smiley Burnett Show
7:55—CBC News
8:10—CBC News Roundup
8:30—Vancouver String Orch.
8:40—Coronation Music
8:50—Westminster Abbey
9:10—CBC News
9:15—Talk on the Coronation
9:30—Elizabethan Music
10:00—Weather Report
10:30—Music Till Midnight
12:00—Sign-off

THURSDAY

7:00—B.C. Fishermen's Broadcast
7:15—B.C. Liberal Talk
7:30—CBC News, Weather Report
7:45—Musical Clock
8:00—CBC News
8:10—Here's Bill Good
8:15—Morning Song
8:30—Morning Devotions
8:45—Little Concert
9:00—RBC News & Commentary
9:15—Musical Varieties
9:50—Time Signal
10:00—Morning Visit
10:15—Musical Program
10:30—B.C. Liberal Talk
10:35—Recorded Interlude

In Public Interest...

In the interests of the radio public of this district, we are pleased to welcome the Canadian Broadcasting Corporation, new owners of Station CFPR, and its staff, into the Prince Rupert Family.

Prince Rupert Senior Chamber of Commerce

We Wish

COMPLETE SUCCESS

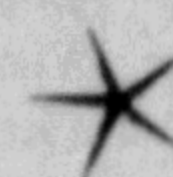
to the

CBC

on their purchase of Radio Station

CFPR

and congratulate them on their plans for future expansion.



Northern B.C. Power Co. Limited
Besner Block

Best Wishes

to the

CBC

on the purchase and expansion of
RADIO STATION

CFPR

Nobles

Phone 100
Opp. Totem Theatre

Jaycees

Welcome CBC Expansion
in CFPR Prince Rupert Junior Chamber of Commerce



Your National Radio System Provides More Than Programs!

The national system has constantly kept in view its three objectives for broadcasting in Canada; it provides an adequate coverage of the entire population, opportunities for Canadian talent and for Canadian self-expression generally, and successful resistance to the absorption of Canada into the general cultural pattern of any other country.

—After the Massey Report, 1951.

We Welcome

CBC

EXPANSION
IN
CFPR
PRINCE RUPERT

RUPERT RADIO
AND ELECTRIC
Phone
644
313 3rd Ave. West

WE CONGRATULATE THE CBC

IN BROADENING
ITS SCOPE

★
CFPR
★

FOR THE
ENTERTAINMENT,
EDUCATION AND
EDIFICATION
OF THE PEOPLE
OF THIS REGION.

The
PRINCE RUPERT
DAILY NEWS LTD.

CFPR

The CBC's voice
on the
northwest coast.

1240 kcs

Canadian
Broadcasting
Corporation

CBC Times

Your radio guide
to
selective listening.

Ask for a sample copy of CBC
or phone 863